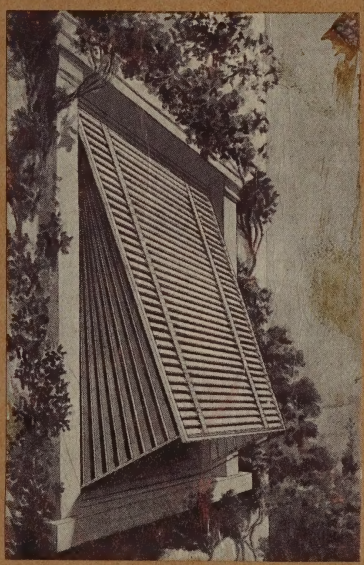
W-6

WILSON VENETIAN BLINDS & AWNINGS



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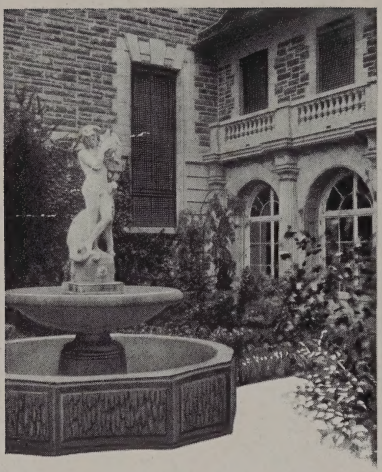
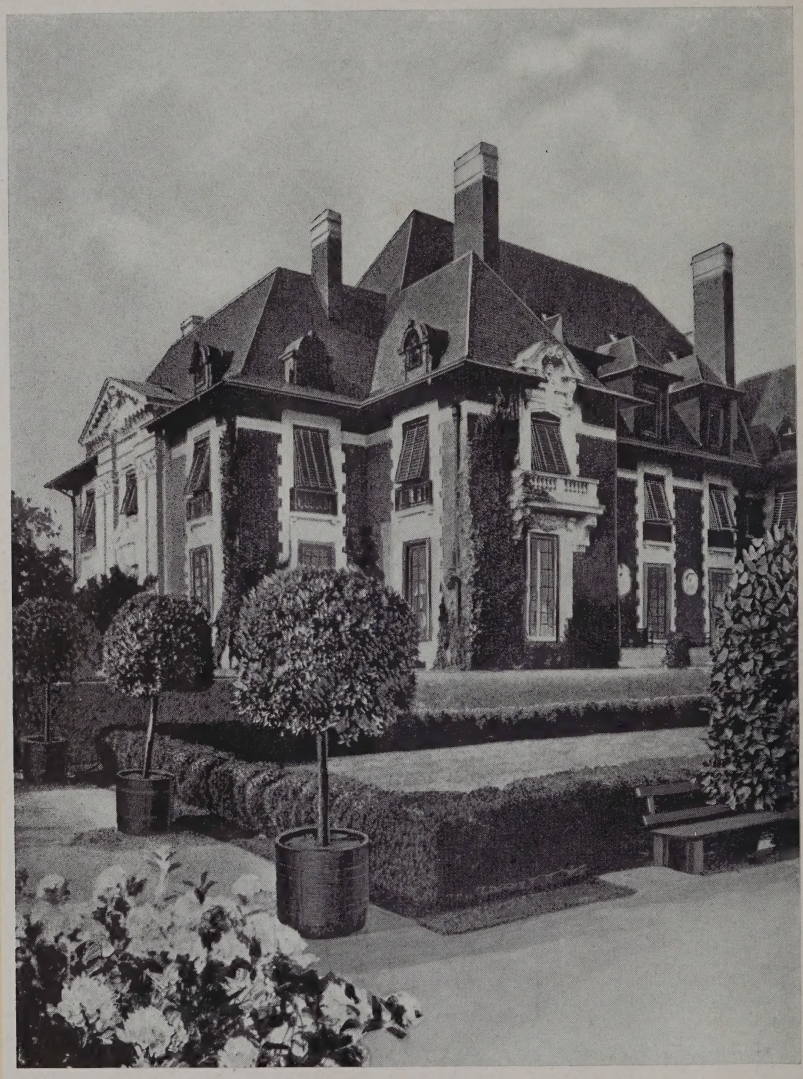




HOME OF C. LEDYARD BLAIR
PEAPACK, N. J.
EQUIPPED WITH
WILSON AWNINGS. TYPE NO. 1

WILSON
VENETIAN BLINDS & AWNINGS

SHOWING TYPICAL APPLICATIONS OF THESE LIGHT REGULATING DEVICES

See page 32 for other Wilson Products

THE
J. G. WILSON
CORPORATION

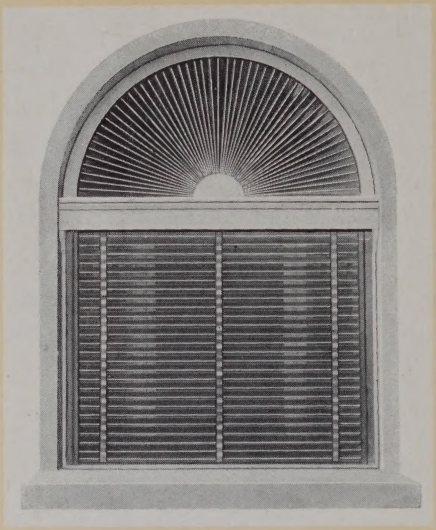
NEW YORK OFFICE
8 West 40th Street
(Formerly 3 W. 29th Street)

CHICAGO OFFICE
H. B. Dodge & Co.
McCormick Building

FACTORY, NORFOLK, VA.

Agents throughout the United States and Foreign Countries

Established 1876
Incorporated 1903 Reincorporated 1914



WILSON TREATMENT OF A
SUNBURST WINDOW IN
FLAGLER RESIDENCE. FLORIDA

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GENERAL INTRODUCTION

THIS book is intended as an invitation to investigate the Wilson treatment of windows and piazzas, etc., in respect to control of light and air. Typical examples are shown in the house of moderate cost and in the house of luxury; also the application of the Wilson Blind as an inside blind and as an outside blind, and its possibilities as an awning, etc. Examples of installation in some of the leading hotels, clubs, and schools are shown. Each type of blind is the product of over thirty-five years' continuous study of various conditions. The founder of the Company, Mr. J. G. Wilson, always held as a first necessity, excellency of quality and design, economic cost of production following. This spirit has been and is the spirit of this Company. The production of an article perfect in design and workmanship at a reasonable cost, and one that will give complete satisfaction to our patrons is our aim.

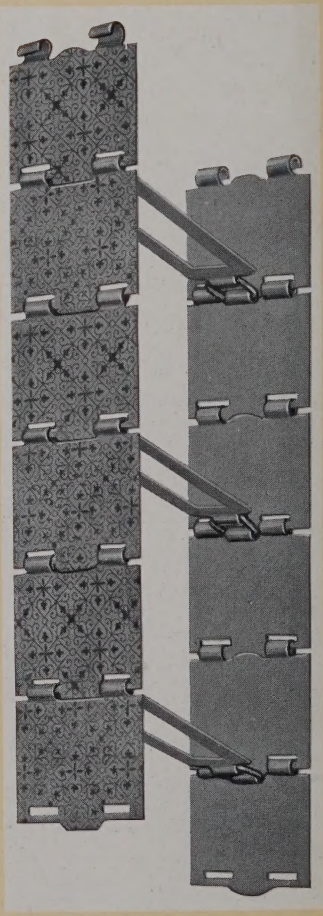
We hope you will accept the offer of our services whenever you desire to study the treatment of your windows or piazzas—with a view to obtaining the best results of light and air control.

We offer you the services of an expert who will study the physical conditions and advise as to the best method of accomplishing the results that you desire to attain. Our New York Office is located at No. 8 West Fortieth Street and has many examples of our products in use. We would be pleased to have you call and consult us. Should it not be convenient to call at our New York Office we can, upon application, advise you of the nearest point to your residence that we have a representative as we have agencies throughout the country.

Price lists are so often confusing, that while on page 31 a brief summary of approximate cost is shown, we solicit your exact specifications, which will receive our careful and prompt attention.

WILSON AWNING, TYPE No. 1

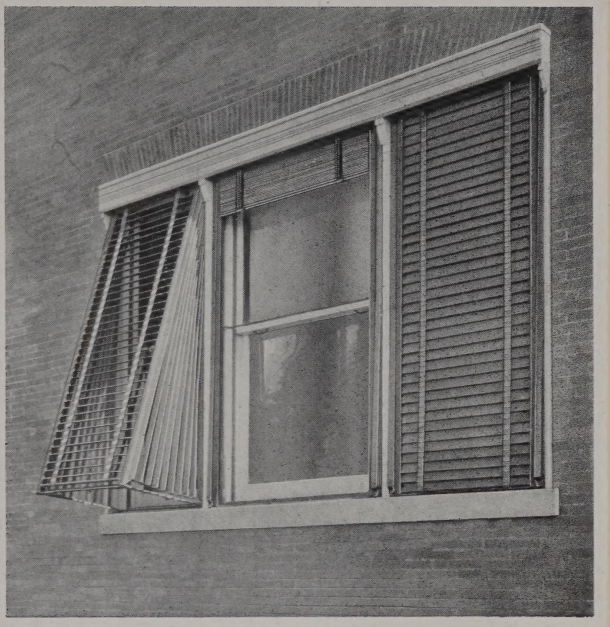
Type 1 of the Wilson Awning is a combination of blind and awning, and on the opposite page is shown a photograph of a triple window. Note how the blind may be held at any point—up or down—how it can be extended to form an awning—how the slats may be opened or closed whether the blinds are used perpendicularly or at an angle to form an awning. Perfect control of light is thus obtained and the temperature of the room regulated to a degree unattainable by any other device. Blinds of this type are all fitted at the factory in wooden frames that fit into the openings prepared for the blinds, and can be placed in position very readily. Bronze Metal Ladders as shown at side of page are usually fitted to blinds of this type. A feature of this type of blind that is often found to be very desirable is what is termed "inside operation" viz.: the operation of the blind up or down, also the deflection of the slats, both operations being performed from the inside of the room without opening the sash. On page 30 is shown a detail of this plan.

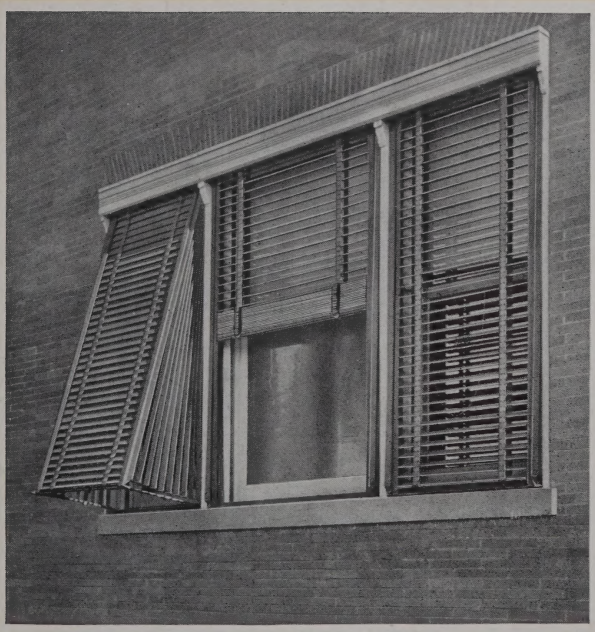


METAL LADDER

The metal ladder shown at the right hand of this page supports the wooden blind slats. The metal is a special mixture of phosphor bronze, and adds greatly to the life of the blind. When metal ladders are not shown imported linen ladders are substituted.

THE SLATS CAN BE DEFLECTED INWARDS AND OUTWARDS, THUS INSURING PERFECT CONTROL OF LIGHT AND AIR





BLINDS CAN BE OPERATED VERTICALLY OR EXTENDED AS AN AWNING. CAN BE HELD AT ANY POINT

RESIDENCE OF ALBERT B. BOARDMAN, SOUTHAMPTON, L. I.
EQUIPPED WITH WILSON INSIDE VENETIAN BLINDS

INTERIOR OF ROOM IN RESIDENCE OF ALBERT B. BOARDMAN
SHOWING HOW THE WILSON BLIND HARMONIZES WITH HANDSOME INTERIORS

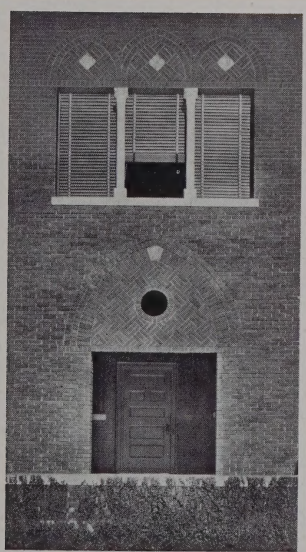
RESIDENCE OF ALEXANDER PEACOCK, PITTSBURGH, PA.
SHOWING WILSON AWNINGS, TYPE NO. 1

RESIDENCE OF B. J. GREENHUT, SHADOW LAWN, WEST END, N. J.
THE SUN PARLORS ARE EQUIPPED WITH WILSON VENETIAN BLINDS

RESIDENCE OF MRS. ELIZA O'DAY, DEAL BEACH, N. J.
EXAMPLE OF THE USE OF WILSON AWNING, TYPE NO. 1

RESIDENCE OF
E. M. BULKLEY,
MONTCLAIR, N. J.
SHOWING WILSON
AWNINGS
TYPE NO. 1

RESIDENCE OF
MRS. LOUIS DE JONGE, JR.,
STAPLETON, S. I.
SHOWING
WILSON AWNINGS
TYPE NO. 1



RESIDENCE OF
JOS. HAMERSCHLAG, ENGLEWOOD, N. J.
SHOWING WILSON BLINDS OVER DOORWAY

WILSON AWNING, TYPE No. 3

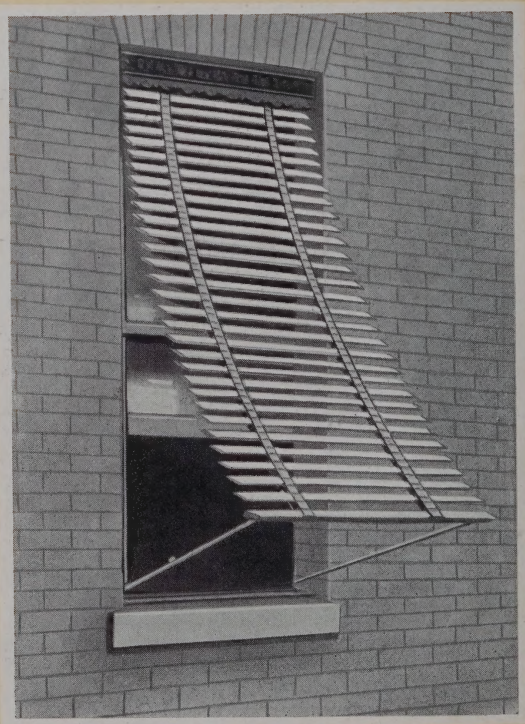
This type is a moderate priced blind and its attractive possibilities are shown in the illustration on the opposite page.

Perfect protection from the sun and wind, and yet ample ventilation are obtained at low cost.

This type of awning is especially adapted to pagodas, porches and other locations where side protection is not required. It is much more attractive and far superior to the usual type of porch awning.

"Replying to your inquiry as to the Venetian Blinds you erected on our upper porch in 1910, I have pleasure in stating that they have given us great satisfaction.

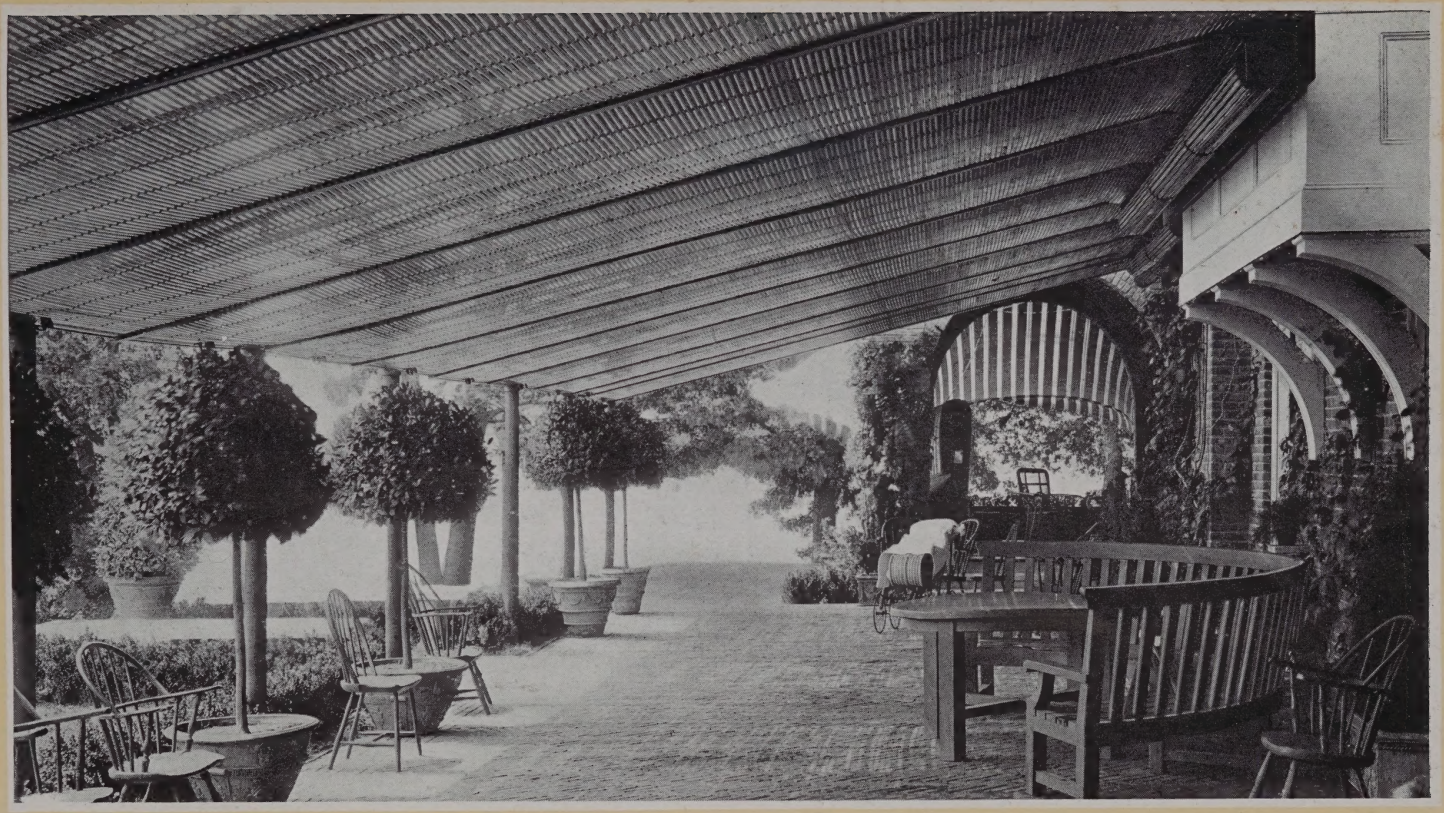
There are seven blinds on the porch and one on a bedroom window adjoining, and we have found them excellent for the purpose for which they are designed. They are easy to handle, and the arrangement by which they can be set out at an angle from the house, like an awning, we have found particularly pleasing, as we can thereby let in the air while excluding the sunlight. I think very highly of them and should say the type was most desirable for use on sleeping porches."



WILSON AWNING
TYPE NO. 3
SHOWING APPLICATION TO
A WINDOW

WILSON TREATMENT OF A PAGODA USING AWNING, TYPE NO. 3

PORCH OF E. F. WHITNEY, OYSTER BAY, L. I.
SHOWING APPLICATION OF WILSON QUEEN ANNE AWNING FOR A ROOF SHADE
THE BLIND IS HERE SHOWN ROLLED UP ENTIRELY, GIVING MAXIMUM OF LIGHT AND AIR



PORCH OF E. F. WHITNEY, OYSTER BAY, L. I.
THE BLINDS ARE HERE SHOWN ENTIRELY CLOSED. THEY CAN BE HELD AT ANY ANGLE

SLEEPING PORCHES AND SUN PARLORS

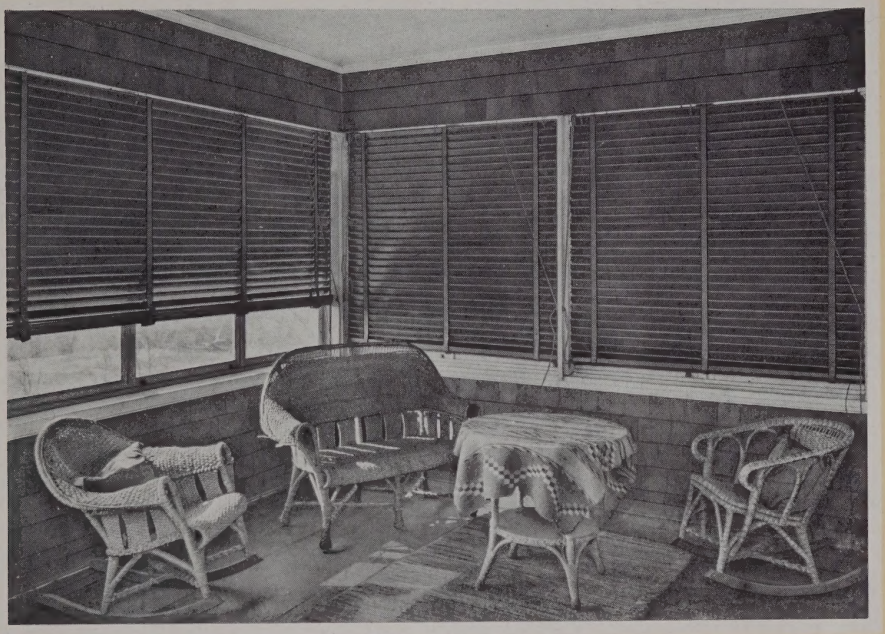
We cannot too strongly urge the adoption of the Wilson treatment of the sleeping porch and sun parlor, and on the opposite page are shown some examples.

The sleeping porch and sun parlor with the Wilson blind has the benefit of open air and yet ample protection from storm, as well as perfect privacy.

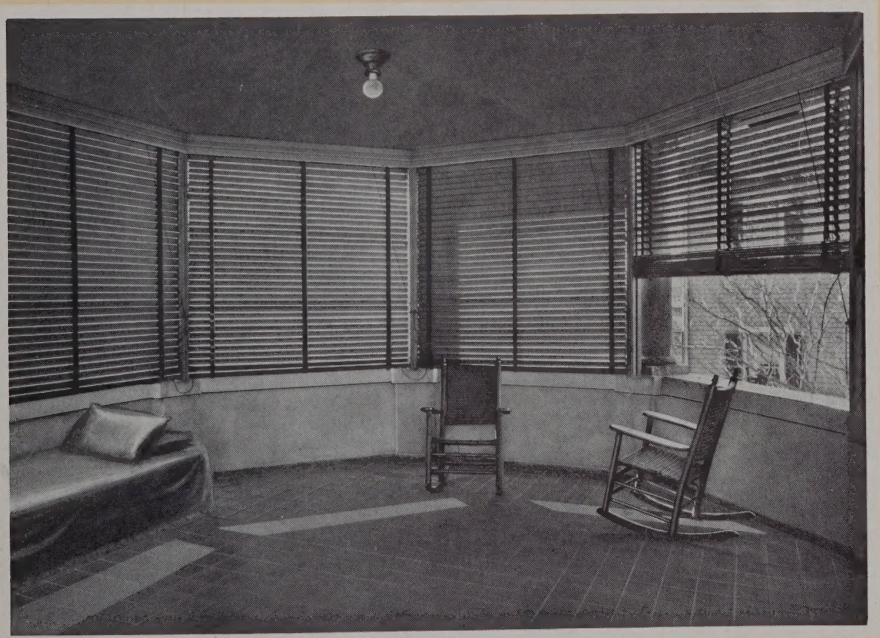
We have been the recipient of numerous letters from users of these blinds. The following extract expresses the spirit of all of them:

"We do not think there is anything in existence today that will give as much satisfaction for protection from wind and sun and yet allow free circulation of fresh air."

HOME OF WILLIAM SYMMES RICHARDSON, CHESTER, N. J.
SHOWING USE OF WILSON VENETIAN BLINDS FOR SLEEPING PORCHES



WILSON VENETIAN BLINDS IN SLEEPING PORCH
HOME OF G. E. HARDY, ENGLEWOOD, N. J.



WILSON VENETIAN BLINDS IN SLEEPING PORCH
HOME OF MRS. LOUIS DE JONGE, JR., STAPLETON, S. I.

WILSON INSIDE MODERN VENETIAN

On the opposite page is a photograph of the Wilson Inside Modern Venetian. The Venetian Blind has well passed the century mark in design, and by that token has proved its fundamentally good qualities. The blind in each case is constructed of slats of due proportion to dimensions of the opening, with imported linen ladders, the cross straps of which are woven in combination with the vertical tape. In the original design the cross straps were severally sewed to the vertical tapes and were not durable.

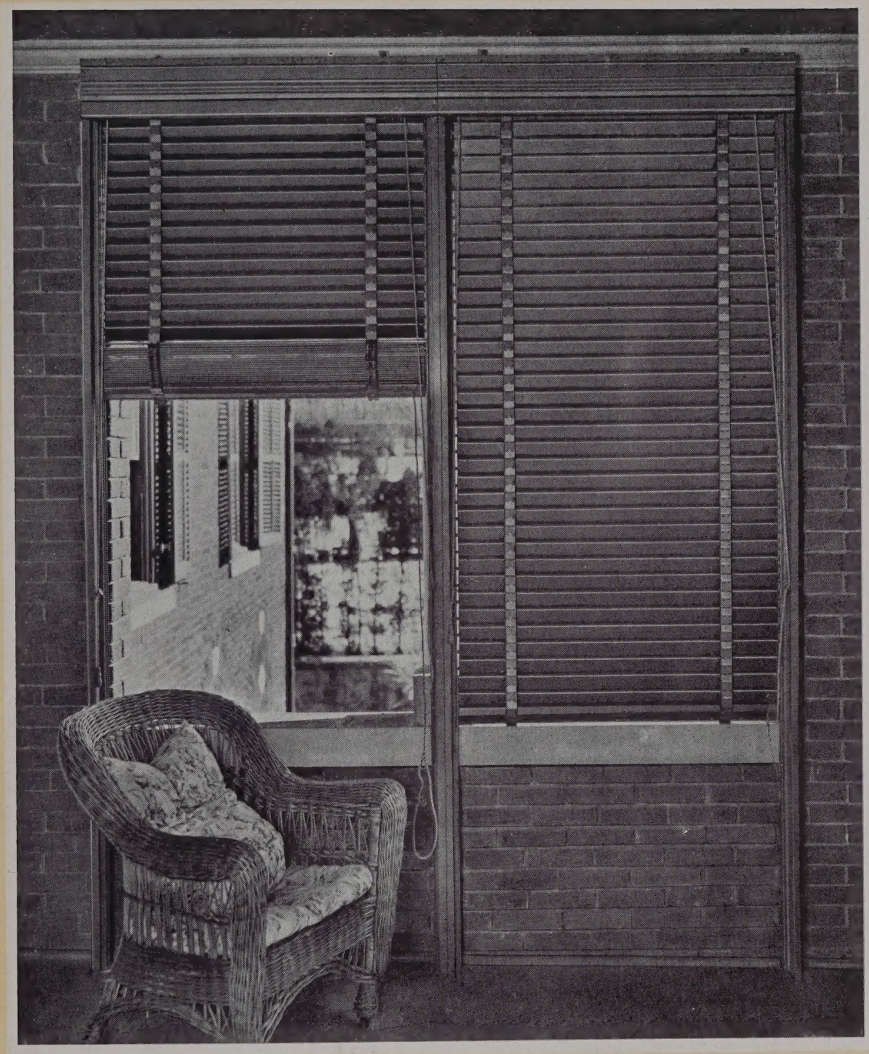
Metal ladders can also be applied when desired.

The cord on the right of the blind operates the raising or lowering device, and *one turn* around the cord holder keeps the blind in any position. On the left hand a similar cord operates the slats at any angle, increasing or decreasing the light as desired, and the slats are held at any angle by *one turn* around the cord holder.

In this type, as in the majority of the Wilson Venetian Blinds, a device termed the "Traverse Roller" is generally used. This is shown in detail on page 30, and is a design which accomplishes the important feature of maintaining the slats of the blind always parallel to the window sill, and thereby the blind is at all times symmetrical.

The blind can be made of any wood and finish to match the wood work of the room. It is a blind of moderate cost.

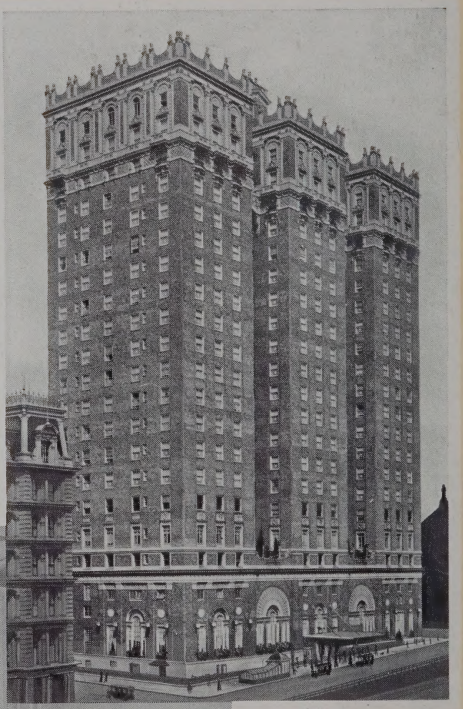
When sending in particulars for an estimate, please observe the directions at foot of page 21.



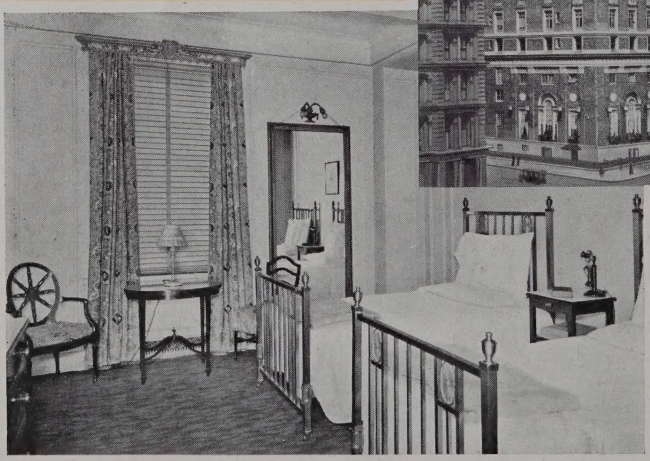
State style wanted—refer to page in catalogue. If blind is to hang between jambs, give these dimensions, or if between stops, give these widths. State kind of wood and finish. Kind of ladders (bronze, steel-plate or linen). Note carefully on page 31 the plan showing where dimensions should be taken. Cornices are only furnished when specially desired.

THE WILSON HOTEL VENETIAN

A few examples of where this blind has been installed in hotels are shown on pages 22 and 23. The pleasure of sleeping in a room where ventilation can be obtained and yet the light subdued whenever desired has been stated clearly by the following remarks of a critic: "I always stop at this hotel because I can sleep with perfect ventilation and with subdued light. I have stayed at a great many hotels in New York, but if I can help it will not stop at an hotel that is not furnished with Venetian Blinds." A simple statement but yet quite important and a clear description of the Wilson Hotel Venetian. We all know the unpleasant awakening from glare in the early morning; with the "Wilson Venetian" this condition is impossible.



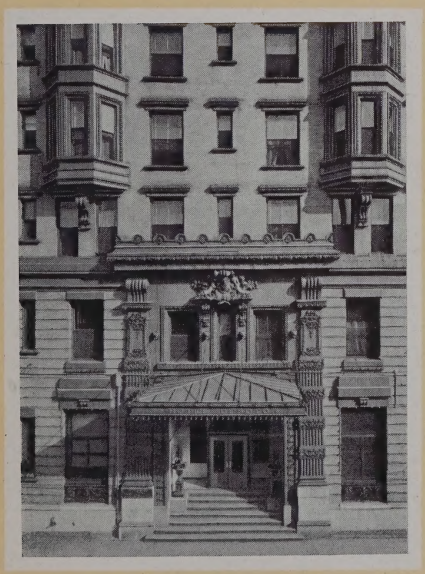
VANDERBILT HOTEL NEW YORK CITY



ROOM IN VANDERBILT HOTEL SHOWING WILSON BLIND

BELLEVUE-STRATFORD HOTEL
PHILADELPHIA, PA.

MC ALPIN HOTEL
NEW YORK CITY, N. Y.



DE SOTO HOTEL
NEW ORLEANS, LA.

SEAL BACH HOTEL
LOUISVILLE, KY.

OFFICE BUILDINGS

The equipment of the buildings shown on these pages demonstrates the appreciation of the utility of the Wilson Venetian in office buildings by their designers. They have solved the problem of perfect control of the light and air at the window. Preferably the blinds should run in grooves, thus preventing blinds being blown inwards.

The following extract mentions some of the qualities of this very desirable blind:

"Our experience in this office with the interior Venetian Blinds installed by your Company has been most satisfactory. The building, and the corner offices, especially, are so much exposed that cloth awnings would be impracticable, and inside shades would be useless on account of the wind, as it is necessary to leave the windows open.

The Venetian Blinds afford ample protection, and are especially desirable on account of the lack of noise; affording at the same time, ample ventilation."

MUNICIPAL BUILDING, WASHINGTON, D. C.

LORD & TAYLOR BUILDING
NEW YORK CITY, N. Y.

UNION STATION
NORFOLK, VA.

FIRST NATIONAL BANK BUILDING
HOUSTON, TEXAS

SINGER BUILDING
NEW YORK CITY, N. Y.

SCHOOL VENETIANS

Few realize but the occulist at first and the parents later, how important the proper treatment of light is to the future of the school boy and girl. The nervous irritation of the eye strain, often not discovered in time to correct, caused by the improper control of the light in the school room, has caused many a scholar to carry a burden through life.

The few lines below are expressive:

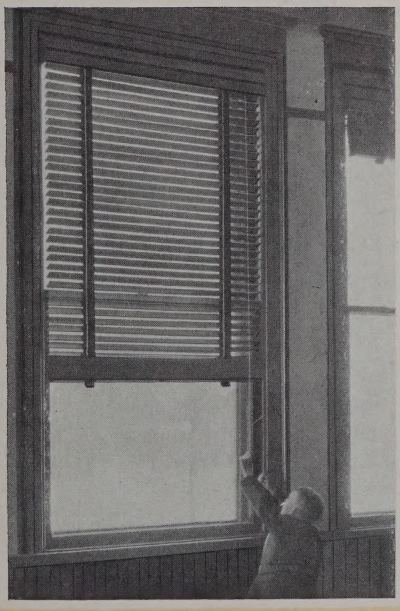
"Your Venetian Blinds were installed in the Olean High School in 1893 and in School No. 111 at the time it was erected in 1896. They have been used in these buildings ever since that time and since the installation in these schools practically all the rest of our buildings have been equipped with them. They have given excellent satisfaction and are sanitary and superior for school-room use. They are easily adjusted so as to let in air or light from any angle and I do not know of anything more satisfactory for school use."

(Signed) D. E. BATCHELLER, Supt. of Schools.

While the cost of the Wilson Venetian is greater than the first cost of ordinary window shades—when this cost is compared with the durability of a window shade and the durability of the Wilson Blind, the comfort that the Wilson Blind gives to the teachers—and especially the scholars—the importance of investigating this blind becomes practically a duty to those connected with schools and similar institutions.

It is not our desire to exaggerate this feature but we do realize the great helpfulness of the WILSON VENETIAN. To one who has not had practical experience, the difference in comfort and in the helpful conditions for study, of a soft light and excellent ventilation in a school room equipped with a WILSON VENETIAN to a room equipped with an opaque shade, is hard to realize; but that it is so, the fact remains by reason of its having been so often demonstrated.

PUBLIC SCHOOL, OLEAN, N. Y.



INTERIOR VIEW OF THIS SCHOOL SHOWING WILSON SCHOOL VENETIAN AND EASY MANNER IN WHICH IT IS OPERATED

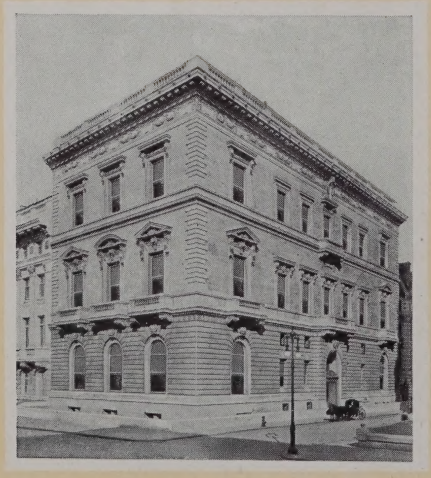
WILSON CLUB VENETIAN

Quiet, ease and the following comfort are a necessary component part of Club life, and these are assisted greatly by the adoption of the Wilson Club Venetian.

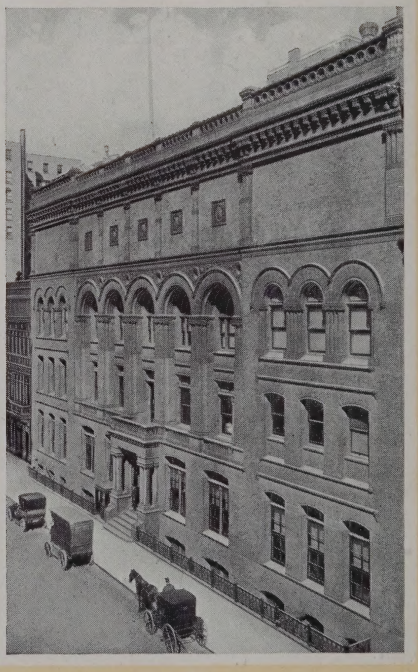
"In 1906, we placed a number of your Venetian Blinds, which have been used from that day to the present time and which are in as good condition to-day as when they were placed in the building. I do not see how we could get along without this class of blinds in our office. It enables us to shut out the sun, and yet gives us just the right light we want on our desks during all hours of the day. I have regretted at times that we did not have more of them throughout our Library Building.

I surely will be glad to say a good word in favor of the Venetian Blinds to anyone inquiring of us regarding the use of the same."

UNIVERSITY CLUB
NEW YORK CITY



UNION CLUB
NEW YORK CITY



RACQUET AND TENNIS CLUB
NEW YORK CITY

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D. J. Haff, Esq.	Kansas City, Mo.
J. W. Merrill, Esq.	Kansas City, Mo.
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Norfolk & Western Ry. Co.	Norfolk, Va.
U. S. Aluminum Company	New Kensington, Pa.
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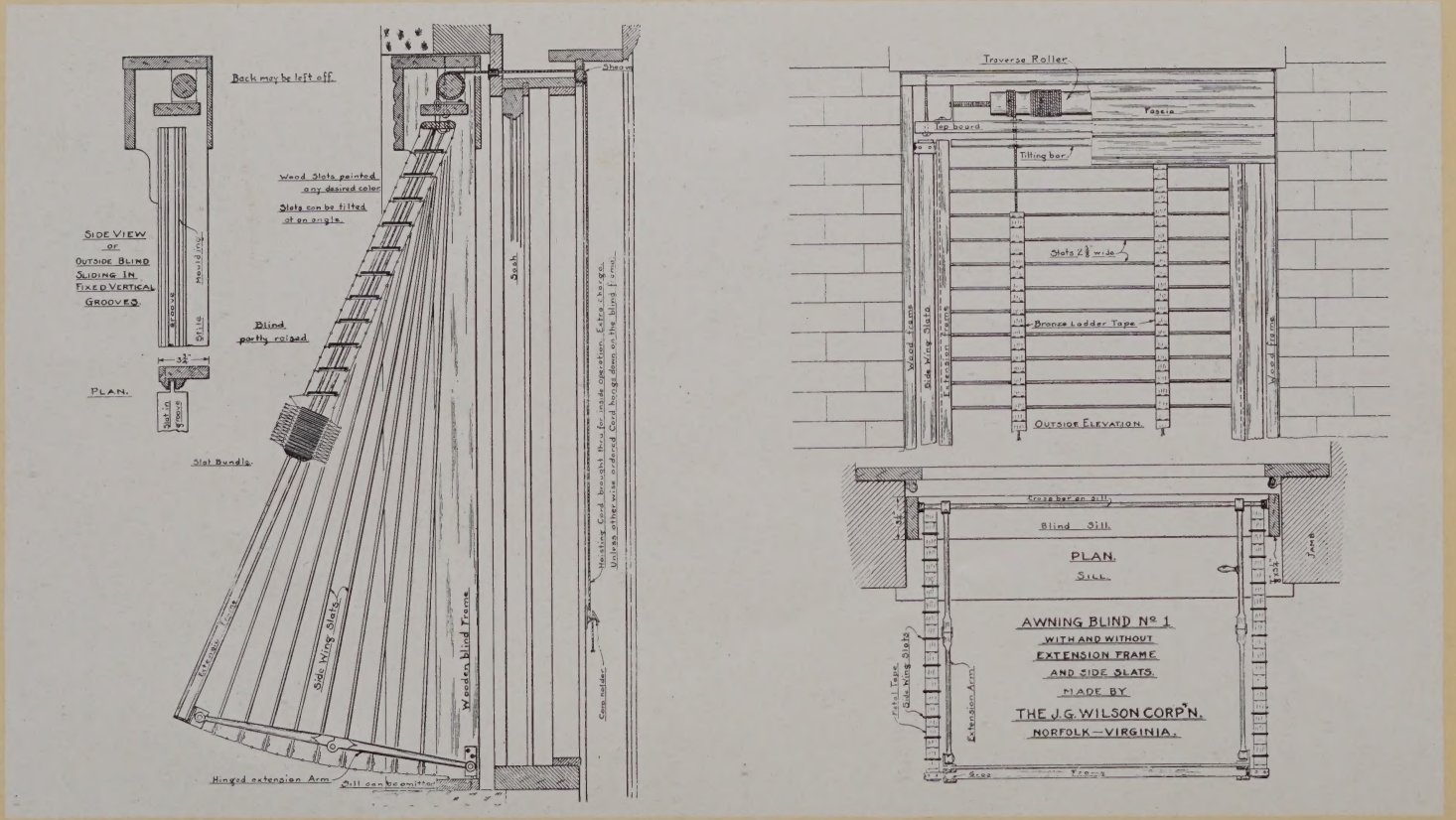
Paul M. Warburg, Esq.	New York City
Felix M. Warburg, Esq.	New York City
Wm. Openhym, Esq.	New York City



DETAIL OF WILSON AWNING, TYPE NO. 1
SHOWING ARRANGEMENT FOR INSIDE OPERATION

PRICES OF WILSON VENETIAN BLINDS

Price lists to the uninitiated are so complicated that we deem it best not to put price tables in this booklet. As a guide, would say that we make the Inside Venetian Blind to match any wood and any finish. We can supply an Inside Venetian Blind for windows 3′-0″ wide x 6′-0″ high at as low a price as $7.00 per window, and upwards; or a No. 1 Wilson Awning for a similar window for $22.00 and upwards. To enable us to quote you our lowest figures we should have the following information:

FOR INSIDE VENETIAN BLINDS

Style wanted (refer to page in catalogue), number and sizes—see sketch below, kind of wood and finish, kind of ladder tape (bronze, steel-plate or linen).

FOR AWNING BLINDS

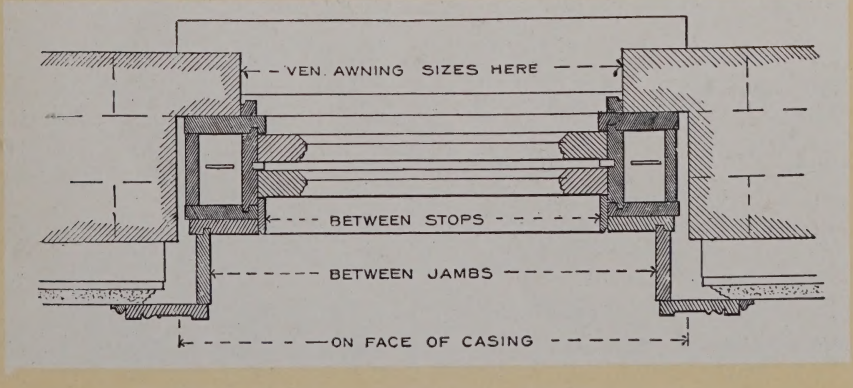
Style wanted (refer to page in catalogue), with or without side slats, with or without extension arms, number and sizes.

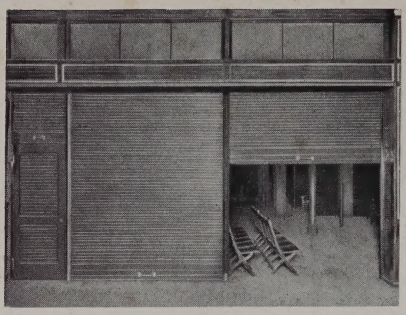
FOR PIAZZA BLINDS

Style wanted, Venetian or Rolling, (refer to page in catalogue), number and sizes of spaces to be filled, kind of wood and finish.

MEASUREMENTS

Give widths according to where blinds are to hang.

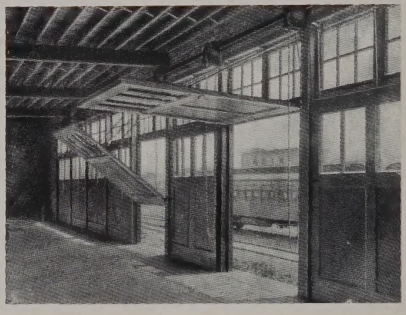




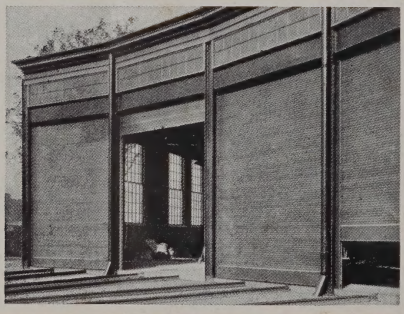
HORIZONTAL ROLLING PARTITIONS

VERTICAL ROLLING PARTITIONS

HYGIENIC WARDROBES



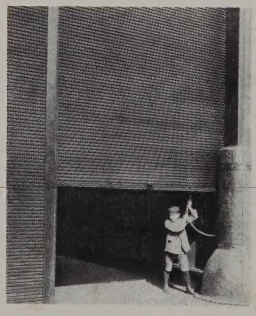
SLIDING SWING DOORS

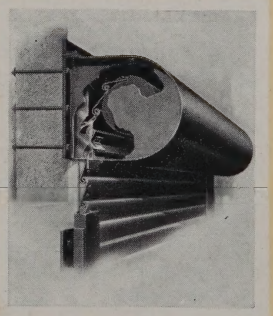


ROUND HOUSE DOORS

CORRUGATED STEEL ROLLING DOORS

INTERLOOPING STEEL ROLLING DOORS





AUTOMATIC ROLLING FIRE DOOR

SOME OTHER WILSON PRODUCTS

OUR FACTORIES MANUFACTURE ARTICLES THAT CAN BE ADVANTAGEOUSLY INCORPORATED INTO BUILDINGS OF EVERY CLASS

AMERICAN LITHOGRAPHIC CO., N. Y.

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